

# Revolutionizing Business Strategy with Data-Driven Marketing

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# How can we do it?

- By analysing the campaign data of 2,240 customers, including customer profiles, product preferences, and channel performance, we aim to **increase the customer base** and **improve the effectiveness** of marketing campaigns.
- We are **leveraging RFM (Recency, Frequency, Monetary) analysis** and other data-driven strategies to optimize Maven Marketing's campaign efforts.
- The project will focus on the following key areas:
  - a. **Data Cleaning:** Identify and handle null values and outliers in the dataset.
  - b. **Web Purchase Analysis:** Determine the factors that significantly influence the number of web purchases.
  - c. **Campaign Evaluation:** Identify the most successful marketing campaign based on various metrics.
  - d. **Customer Profiling:** Develop a comprehensive profile of the average customer.
  - e. **Product Performance:** Identify the best-performing products.
  - f. **Channel Evaluation:** Determine which marketing channels are underperforming and need improvement.
- The insights derived from this analysis will **guide the development of future marketing strategies and campaigns**, ultimately **driving growth and profitability** for Maven Marketing.

# Data Sources and Usage strategy

We will collect the following **types of data**:

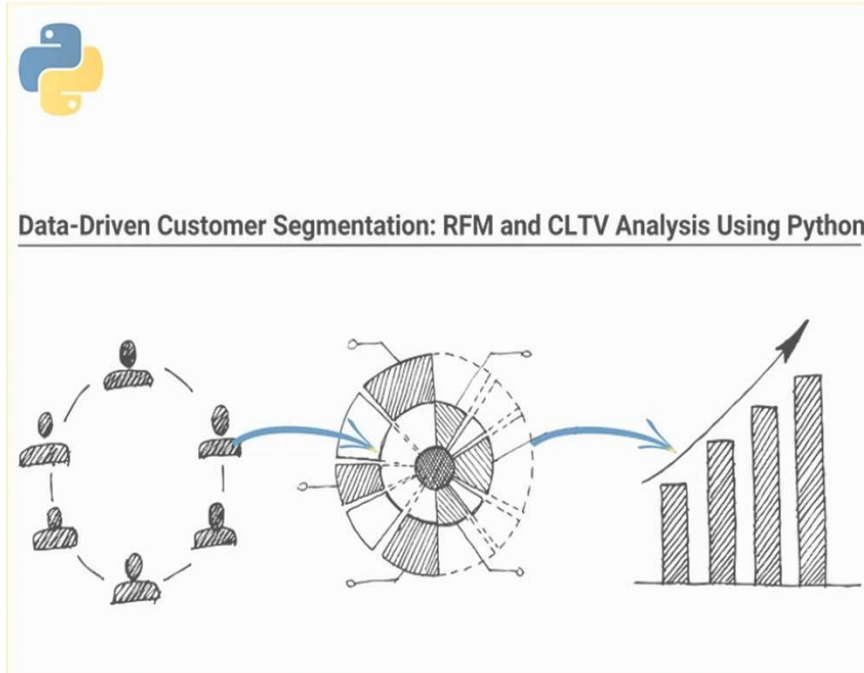
- **Customer Demographics:** Age, gender, location, income level, etc.
- **Customer Behaviour:** Purchase history, product preferences, browsing history on the website, etc.
- **Campaign Data:** Response rates, engagement rates, conversion rates, etc.

Data will be collected from the following **sources**:

- **Internal Databases:** Customer relationship management (CRM) system, sales databases, etc.
- **Website Analytics Tools:** Google Analytics, etc.
- **Social Media Platforms:** Facebook, Twitter, Instagram, etc.

Data Usage:

- **Personalization:** Understanding customer behaviour and preferences will allow us to create personalized offers.
  - **Segmentation:** Demographic data will help us segment our customers and tailor our marketing efforts accordingly.
  - **Campaign Evaluation:** Campaign data will help us measure the effectiveness of our marketing campaigns and optimize them for better performance.
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- On a scale of 1 to 5, the **importance** of this data for our project is definitely a 5. It's crucial for understanding our customers and making data-driven decisions.
  - Based on Data **Availability** Assessment (scale of 1 to 5), the ease of data collection and preparation for analysis is a 3. While we have access to a lot of data, it will require significant effort to clean and prepare it for analysis.



# Priority Steps



**DATA COLLECTION:** START COLLECTING DATA FROM THE IDENTIFIED SOURCES.



**DATA CLEANING:** CLEAN THE COLLECTED DATA TO ENSURE IT'S READY FOR ANALYSIS.



**DATA ANALYSIS:** BEGIN PRELIMINARY DATA ANALYSIS TO IDENTIFY TRENDS AND PATTERNS.

# Resources

- [Dataset: https://mavenanalytics.io/data-playground?search=marketing](https://mavenanalytics.io/data-playground?search=marketing)
- [GitHub - Analyst-Joan/Maven-Marketing-Campaign-Analysis: A Project on Data Cleaning, Exploratory Data Analysis and Dashboard building In Microsoft Excel](#)
- [Manaswi Patil's Data Analytics Project | Maven Analytics](#)
- [Analysis-Marketing-Campaigns-with-Python/Analyzing\\_Marketing\\_Campaigns\\_with\\_pandas.ipynb at main · valenserimedei/Analysis-Marketing-Campaigns-with-Python · GitHub](#)
- [Data-Driven Customer Segmentation: RFM and CLTV Analysis Using Python | by Abdullah Orzan | Medium](#)
- [Python RFM \(Recency, Frequency, Monetary\) Analysis for Customer Segmentation | DataCamp](#)
- [An RFM Analysis with Python | Wenling Yao | Towards Data Science](#)
- <https://www.linkedin.com/pulse/treating-outliers-python-lets-get-started-bushra-tasnim-zahed/>